



BPAY Logo

The logo is composed of the BPAY “B” device and the word “PAY” reversed out of the background colour. When the logo is to be used on a colour background a keyline version is to be used.



White background



Coloured background

The relationship between these elements is fixed and must not be altered.

Logo Colourways

The BPAY colour using Pantone® Colour Matching System is PMS 2768c:
Cyan: 100%, Magenta: 83%,
Yellow: 0%, Black: 56%

All elements of the logo must always appear in one colour.

When the full colour version cannot be used, due to printing or media limitations, black is the preferred single colour. If this option is not available and the single colour to be used is not black or the BPAY Blue approval must be sought by the BPAY Scheme via your Financial Institution.

Bill Configurations

The vertical logo format, customer reference box and payment method advice should be used for all applications. This must be located in a prominent position on the bill, to be clearly visible and easily located.

The payment method advice must be co-located with the logo and customer reference box.

The horizontal logo format may be used only when, due to space or layout restrictions, the vertical format cannot be applied.

Important Guidelines for Bill Configurations

The Minimum Vertical Standard for the logo is 10 mm.

The Minimum Horizontal Standard for the logo is 8mm.

If billers do not accept all payment methods, they must modify the payment method advice to reflect only those offered.

Alternative copy for the payment method advice may be submitted to your financial institution for approval.

Approval of Bill Layout

Final bill layout must be approved by your financial institution before going to print.

Aligning Logo and Customer Reference Box

Align the customer reference box to the depth of the total BPAY logo. Allow sufficient space between the two boxes, by measuring from the minimum encroachment area and extend to the width of the paragraph.

Vertically centre the biller code and customer reference number within the customer reference box.

Type is to be bold and set in the style of the bill’s general text.

Type size must be maximised to the allocated area of the customer reference box; no smaller than the surrounding text.

The preferred bill configurations are shown as Samples A & B.

Preferred paper and electronic Bill Configurations

A.



Biller Code: <1234>
Ref: <1234 1234 1234>

Telephone & Internet Banking – BPAY®
Contact your bank or financial institution to make this payment from your cheque, savings, debit, credit card or transaction account. More info: www.bpay.com.au

B.



Biller Code: <1234>
Ref: <1234 1234 1234>

Telephone & Internet Banking – BPAY®
Contact your bank or financial institution to make this payment from your cheque, savings, debit, credit card or transaction account. More info: www.bpay.com.au

C. QR Codes

When using QR codes the QR code must appear to the right of the customer reference box.



Biller Code: <1234>
Ref: <1234 1234 1234>



Telephone & Internet Banking – BPAY®
Contact your bank or financial institution to make this payment from your cheque, savings, debit, credit card or transaction account. To use the **QR code**, use the reader within your mobile banking app. More info: www.bpay.com.au



Bill Design and the CRN

The BPAY logo, the Biller Code, which is unique to the biller, and the Customer Reference Number (CRN), which is unique to the customer, are important components of the bill.

BPAY information on the bill is specific to BPAY and quite different to other bill payment methods such as over-the-counter payments.

The CRN **must** have a check digit calculation applied.

The BPAY CRN is **not** the same as the CRN in a MICR line or barcode.

There is **no** relationship between the Biller Code and the Customer Reference Number.

There is **no** requirement for the Biller to zero-fill the Customer Reference Number to a standard length.

Bill Changes

Billers **must** notify their Biller Institution if they make changes to:

- Location of the CRN
- CRN Validation Rules
- Check Digit Rules and/or Check Digit Parameters
- CRN Name
- CRN valid lengths
- Location of the Biller Code

Logo in Reverse

Where it is necessary to reproduce the logo on a dark background, the standard as shown is to apply.



BPAY® in Body Copy

Wherever BPAY® appears as a proper noun in body copy, the following applies:

Variations to the word mark are prohibited. BPAY must be used as one term and never be abbreviated or used in the plural.

BPAY is always upper case. No space between 'B' and 'PAY'.

When the word mark is used in body copy, the 'PAY' is always 85% of the size of the 'B'. As a guide, if 'B' is 16 points, 'PAY' should be 13.6 points (or naturally rounded, if necessary). If 'B' is 13 points, 'PAY' should be 11 points.

Where there are layout restrictions the wordmark BPAY can be used, where all letters are upper case and in the same point size.

Arial typeface to be used wherever possible.

The trademark symbol ® must be shown with the first mention of BPAY in body copy.

The footnote to the trademark is:
© Registered to BPAY Pty Ltd
ABN 69 079 137 518

Correct:
BPAY®, BPAY®, BPAY, BPAY

Incorrect:
Bpay, BPay, B-pay, b-pay, bpay

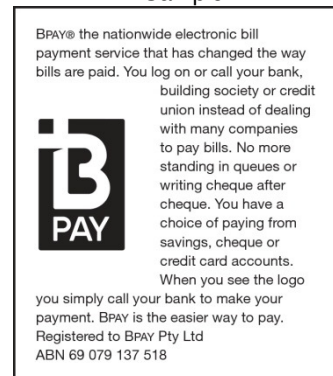
Use in Promotions

Billers may use the BPAY word mark and logo in a promotional context such as in advertisements, inserts or merchandising. The design must be submitted to your financial institution for approval.

Stand Alone Logo in Body Copy

Copy type may run around the logo, but must not encroach on the isolation area of the logo. Refer to the Isolation Guide for measurements.

Sample

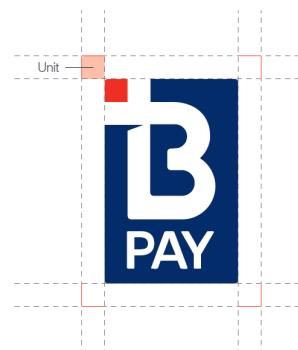


Isolation Guide

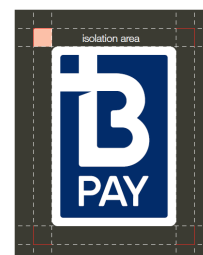
The isolation area denotes the space around the logo in which no other type or graphic elements can encroach. It does not refer to the background colour when the logo is reversed.

The 'box' in the upper left hand corner of the logo is equal to one unit. The isolation area for the logo is 1 units (as specified) around the entire logo.

Note: 1 unit= 1/6th of the width of the logo
White background



Dark Background





BPAY View Billers

BPAY View is an Internet banking feature that will enable customers to view their bills online and pay them using BPAY or any other payment method accepted by the Biller. In addition to the standards set out above, BPAY View Billers are required to comply with the following:

Bill configurations for BPAY View Billers differ from the BPAY Payment scheme as follows:

- The payment method advice must be prefaced with the word mark BPAY View
- The payment method advice copy must be amended to refer to BPAY View, preferably as set out below as shown in samples A, B & C.

Preferred paper and electronic Bill configurations

A.



BPAY® this payment via Internet or phone banking.

BPAY View® – View and pay this bill using internet banking.

BPAY View Registration No.: <text including location on bill>

B.



BPAY® this payment via Internet or phone banking.

BPAY View® – View and pay this bill using internet banking.

BPAY View Registration No.: <text including location on bill>

C. With a QR code

When using QR codes the QR code must appear to the right of the payments box.



BPAY® this payment via Internet or phone banking or use the QR code reader within your mobile banking app.

BPAY View® – View and pay this bill using internet banking.

BPAY View Registration No.: <text including location on bill> or use the QR code

The vertical logo format, customer reference box and payment method advice should be used for all applications. This must be located in a prominent position on the bill, to be clearly visible and easily located.

The payment method advice must be co-located with the logo and customer reference box.

The horizontal logo format may be used only when, due to space or layout restrictions, the vertical format cannot be applied.

Vertical logo format

The minimum Height Standard for the logo is 56 pixels (or 10mm)

The minimum Width Standard for the logo is 37 pixels (or 6.5mm)

Horizontal logo format

The minimum Height Standard for the logo is 8mm (31 pixels)

The minimum Width Standard for the logo is 18mm (73 pixels)

Alternative copy for the payment method advice may be submitted to your financial institution for approval.

Approval of Bill Layout

Your financial institution must approve final bill layout before it goes to print or goes live. For electronic bills, bill layout will also be reviewed as part of the BPAY View technical certification process where appropriateness of bill content and bill format are assessed

BPAY View® in Body Copy

Wherever BPAY View® appears as a proper noun in body copy, the following applies:

- Variations to the word mark are prohibited.
- BPAY View® must be used as one term and never be abbreviated or used in the plural.
- BPAY is always upper case. No space between 'B' and 'PAY'.
- In View, the 'V' is always upper case and 'iew' is always lower case.

When the word mark is used in body copy, the 'PAY' is always 85% of the size of the 'B'. As a guide, if 'B' is 16 points, 'PAY' should be 13.6 points (or naturally rounded, if necessary). If 'B' is 13 points, 'PAY' should be 11 points.

For BPAY View, 'View' is the same point size as 'B'.

Where there are layout restrictions the word mark BPAY View can be used, where the first four letters are upper case and in the same point size.

Arial typeface is to be used wherever possible.

The trademark symbol ® must be shown with the first mention of BPAY View in body copy.

The footnote to the trademark is:

® Registered to BPAY Pty Ltd
ABN 69 079 137 518

Correct:

BPAY View®, BPAY View®, BPAY View, BPAY View

Incorrect:

BPAY VIEW, Bpay View, bpay view, Bpay-View

Use in Promotions

Billers may use the BPAY View word mark in a promotional context such as in advertisements, inserts or merchandising. The design must be submitted to your financial institution for approval.